Philip Morris USA **Nielsen C-**

Benchmarks to be updated

2045868555

PM'S PERFORMANCE IN C-STORES
WEEKLY C-STORE AUDITS - DECEMBER 1994

- Performance was above benchmark except:
  - OPB (-0.1), B&H (-0.1) and Basic's share of Discount (-1.8).
  - Lowest Discount Price (-2¢).

move up

DECEMBER PERFORMANCE ISSUES	DECEMBER SHARE%	DECEMBER CHG VS NOV.	LATEST WEEK SHARE%	LATEST WEEK CHG
PM December Gains Promotionally Related	47.8%	0.8	49.0%	0.8
• Marlboro Holiday Bonus Share Gains	32.4	0.7	33.5	0.6
• PM OPB Trend Stable	7.6	0.0	7.7	0.1
• PM Discount Share Stabilizing	7.9	0.1	7.8	0.0
• Basic SOC Promotional (B2G1F) Gains	15.1	0.5	15.8	0.8
RJR Long-Term Trend Declines	27.1	-1.0	26.6	0.0
• Camel Stable	4.8	0.0	4.8	0.0
• Doral Weakness Promotionally Related	4.5	-0.4	4.3	-0.1
Discount Category Decline Continues	31.3	-0.4	30.1	-1.2
• American Discount Growth ~~Stabilizing~~ slowing	3.7	0.1	3.5	-0.3

weekly ave

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Source: https://www.industrydocuments.ucsf.edu/docs/nhvk0004